

Contract Agreement Between:

CONTRACT

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

www.wlwt.com

And:

Mentzer Media Services
600 Fairmont Ave
Suite 306
Towson, MD 21286

Contract / Revision 966982 /		Alt Order # 06393793
Product THOMAS PETERFFY		
Contract Dates 10/25/12 - 11/06/12		Estimate # 1548
Advertiser Thomas Peterffy		Original Date / Revision 10/24/12 / 10/24/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WLWT	Account Executive Mica Hansen	Sales Office HRP -Washingt
Special Handling		
Demographic Adults 25+		
IDB# 1021	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WLWT	10/25/12	10/26/12	530-6p M-F news	530-6p		1:00			NM	2	\$4,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---TF--				2	\$2,200.00			
N 2	WLWT	11/02/12	11/02/12	F9-10p	F9-10p		1:00			NM	1	\$7,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	----1--				1	\$7,000.00			
N 3	WLWT	10/27/12	10/27/12	Sa 10-11a News	Sa 10-11a		1:00			NM	1	\$1,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----1-				1	\$1,600.00			
N 4	WLWT	10/28/12	10/28/12	NBC MEET THE PRESS	NBC MEET THE P		1:00			NM	1	\$10,000.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----1				1	\$10,000.00			
N 5	WLWT	10/29/12	10/29/12	530-6p M-F news	530-6p		1:00			NM	1	\$2,200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	1-----				1	\$2,200.00			
N 6	WLWT	10/30/12	10/31/12	530-6p M-F news	530-6p		1:00			NM	2	\$4,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-TW----				2	\$2,200.00			
N 7	WLWT	10/30/12	10/30/12	11-1135p M-Su	11-1135p		1:00			NM	1	\$4,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-1-----				1	\$4,000.00			
Totals											9	\$33,600.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
966982 /	06393793

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/25/12 - 11/06/12	THOMAS PETERFFY	1548

<u>Advertiser</u>	<u>Original Date / Revision</u>
Thomas Peterffy	10/24/12 / 10/24/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	4	\$16,000.00	\$13,600.00
10/29/12 - 11/02/12	5	\$17,600.00	\$14,960.00
Totals	9	\$33,600.00	\$28,560.00

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <div style="text-align: center; font-size: 1.2em; margin-top: 10px;">WLWT-TV</div>	Date: <div style="text-align: center; font-size: 1.2em; margin-top: 10px;">10/23/12</div>
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I, David Grill
do hereby request station time concerning the following issue:

Thomas Peterffy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES	10/25- 10/31			

Total Charges: \$ 33,600 GROSS

This broadcast time will be used by: Thomas Peterffy

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Thomas Peterffy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:


☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/9/12		410.825.7034
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

_____	_____	_____
Signature	Printed Name	Title